

TIPS

Create a custom, online brochure for your LAI Chapter by adapting the flexible Chapter template design.

FOLDERS IN YOUR ZIP FILE

Document fonts
Template_v3 (InDesign)
Low resolution pdf for reference
Template Instructions
Links

OVERVIEW

This is an online brochure designed for desktop, laptop, tablet, and smartphone use with links throughout.

The files are created using InDesign CS6.

If your Chapter has questions or requires message or design assistance please contact Sheila Hamilton at LAI; through PS&A we will arrange a cost effective solution.

BASIC TIPS

Graphic design and copy where indicated is meant for use by all Chapters and should not be changed.

Copy for your chapter is placed in sections labeled “Chapter Copy Goes Here” or indicated in Latin (“Lorem ipsum” etc.).

Photos representing your Chapter are placed in spaces labeled “Example Photo”. We recommend changing photos at least every 6 months to keep your brochure fresh and up to date.

Be sure to remove words in gray such as “EXAMPLE”, “EXAMPLE LOGO”; words in white over photos “EXAMPLE PHOTO” on pgs 1-4; and “Chapter Officers can go here” and “Area for Form Information” on pg. 5.

TIPS

PAGE 1

The Los Angeles chapter logo is a place-holder indicating correct size and position.

Underlines in the copy indicate where your Chapter name is inserted. This copy is standard for all Chapters.

PAGE 2

Insert your chapter name in the first paragraph. Copy should not change.

Insert your chapter logo bottom left corner – size and position indicated.

PAGE 3

“Sharing Knowledge” section - First paragraph should not be changed. Add your Chapter copy in the “Chapter Copy Goes Here” section.

“Advancing Best Practices” section – copy does not change.

Hyper-links are indicated in blue within copy.

Insert your chapter logo bottom left corner – size and position indicated.

PAGE 4

Insert your Chapter name in the first paragraph. Copy should not change.

Hyper-links are indicated in blue within copy.

“Benefits of Membership” section does not change.

“Chapters” section – We will provide an updated file as new chapters are added.

Insert your chapter logo bottom left corner – size and position indicated.

PAGE 5

Insert your Chapter’s contact information (linked if desired), Officers and other links such as a Membership Application.

The LAI logo and contact information does not change.